

DEFINE

Success Metrics & KPIs

The numbers we're moving, baselined before we touch anything

Better UX is not a goal. Task completion going from 62% to 85% is a goal. This document fixes what we measure and what it is today, so success is not assessed retrospectively on vibes.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 1 — IA & UX Strategy	1.0	Tauseef Abbas

Why this document exists

"Better UX" is not a goal. "Task completion goes from 40% to 75%" is a goal. One of those can be proved and the other cannot.

This document fixes what we are measuring, what the number is today, and what it needs to become — agreed before design work begins, so that success is not assessed retrospectively on vibes.

BASELINE HONESTY

This is a pre-launch product. Most baselines below are either measured from the prototype usability sessions or marked as **to be established at launch**. Where a figure is an estimate, it is labelled as one. Inventing a precise baseline would make the whole document useless.

The north star

The percentage of visitors who describe a symptom and leave with one clear action they intend to take.

NORTH STAR METRIC — ORGANIC LIFE

Chosen because it is the only measure that captures the entire proposition in one number. It requires the input to be understood, the response to be trusted, and the recommendation to be actionable. If it moves, the product is working.

Primary metrics

METRIC	BASELINE	TARGET	DEFINITION
Hero engagement rate	62% (proto)	80%	Sessions where the user submits input or taps a symptom chip
Task completion	62% (5/8)	85%	Users who reach a clear next action unaided
First response latency	2.4s (proto)	< 3.0s	Submit to first visible token of Saad's reply
Language match accuracy	Not measured	> 95%	Responses returned in the register the user wrote in
WhatsApp handoff rate	Not measured	25%	Sessions reaching an order or booking conversation
Escalation appropriateness	Not measured	> 90%	Practitioner referrals judged correct on review

WHY LATENCY IS A PRIMARY METRIC

Research found that credibility is judged in under three seconds, before content is read. Latency is therefore not a performance concern in this product — it is a trust metric, and it was promoted to P0 for that reason.

Secondary metrics

METRIC	TARGET	WHY WE WATCH IT
Chip vs. free-text ratio	Monitor only	Heavy chip reliance suggests the blank input is intimidating
Scroll-before-type rate	Monitor only	Signals evaluative users; a rise means credibility is being questioned
Conversation depth	≥ 2 turns	One turn and exit suggests the first answer did not land
Product card tap-through	40%	Whether contextual recommendation is read as helpful or as an ad
Share action rate	10%	Proxy for the WhatsApp growth loop, which analytics cannot see directly
Return visitor rate	15%	Trust durability beyond a single interaction

Counter-metrics

Numbers that must not improve. Every one of these can be pushed up by a change that damages the product, so they are tracked specifically as guardrails.

COUNTER-METRIC	GUARDRAIL	FAILURE IT PREVENTS
Escalation rate	< 20%	Over-referring to protect against risk, turning triage into a funnel
Product mentions per reply	≤ 1	Recommendation degrading into an upsell
Response length	≤ 120 words	Depth that cannot be read aloud to a proxy user
Options offered per reply	1	Violating "action over information" and creating decision paralysis
Clinical-language incidents	0	Diagnosis, prescription or dosage language crossing the boundary

THE METRIC WE DELIBERATELY DID NOT SET

Conversion rate as a primary metric. Optimising for it directly pushes against Principles 03 and 04 — it rewards recommending a product where escalation is correct. Handoff rate is tracked instead, and escalation appropriateness is treated as a quality metric with its own target.

Metrics by design principle

Each principle has at least one number attached, so that a principle can be shown to be holding or failing rather than merely asserted.

PRINCIPLE	EVIDENCED BY
01 · The conversation is the interface	Hero engagement rate; chip vs. free-text ratio; nav-first exit rate
02 · Language is trust	Language match accuracy; drop-off rate on register mismatch
03 · Action over information	Options per reply; response length; task completion
04 · Escalate with respect	Escalation appropriateness; escalation-to-booking rate; escalation rate guardrail

Measurement plan

METRIC GROUP	METHOD	CADENCE	OWNER
Engagement & completion	Product analytics events	Weekly	Product
Latency	Server-side timing on API response	Continuous	Engineering
Language match	Sampled manual review, 50 conversations	Fortnightly	Design
Escalation quality	Practitioner reviews flagged conversations	Monthly	Dr. Abdullah
Handoff & orders	WhatsApp conversation log reconciliation	Weekly	Fulfilment
Referral loop	Share event + inbound link attribution	Monthly	Product

KNOWN MEASUREMENT GAP

The strongest growth channel in this product — offline word of mouth from proxy-operated users like Nargis — is structurally invisible to analytics. No instrumentation will capture it. It is tracked qualitatively through the fulfilment conversation ("how did you hear about us?") and should never be assumed absent simply because it does not appear in a dashboard.

Review checkpoints

- 1. Prototype exit** — task completion and latency measured before build begins; below 70% completion, wireframes are revised rather than progressed
- 2. Launch + 14 days** — language match accuracy and escalation appropriateness reviewed; both are quality gates, not growth metrics
- 3. Launch + 30 days** — full primary set reviewed against targets; counter-metrics checked first
- 4. Launch + 90 days** — north star assessed; targets re-baselined against real traffic rather than prototype figures

THE RULE FOR THIS DOCUMENT

A target that has never been reviewed is decoration. If a number in this document has not been looked at within 30 days of launch, it should be removed rather than left to imply a rigour that is not being practised.

DOCUMENT OWNER Tauseef Abbas · **PROJECT** Organic Life — AI-First Naturopathy Platform

PHASE Phase 1 — IA & UX Strategy · **STATUS** Approved — baselines set

NOTE Sample deliverable published as a portfolio artefact at tauseefabbas.com